PATENT Customer No. 22.852 Attorney Docket No. 7744.0061

IF UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Michael A. FKHAUS et al.

Application No.: 09/887,528

Filed: June 25, 2001

METHOD AND SYSTEM FOR For: HIGH PERFORMANCE MODEL-

BASED PERSONALIZATION

Commissioner for Patents and Trademarks

Washington, DC 20231

Group Art Unit: 2163 Examiner: Unknown

RECEIVED IAN 1 4 2002

Technology Center 2100

Sir:

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. § 1.97(b)

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), applicants bring to the attention of the Examiner the documents listed on the attached PTO 1449. This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits for the above-referenced application.

Copies of the listed documents are attached.

Applicants respectfully request that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

This submission does not represent that a search has been made or that no better art exists and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the

FINNEGAN HENDERSON FARABOW GARRETT& DUNNER LLP

1300 I Street, NW Washington, DC 20005 202.408.4000 Fax 202,408,4400 www.finnegan.com

09887528 - GAU: 3623

documents as prior art against any claim in the application and applicants determine that the cited documents do not constitute "prior art" under United States law, applicants reserve the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

If there is any fee due in connection with the filing of this Statement, please charge the fee to our Deposit Account No. 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW, GARRETT & DUNNER, L.L.P.

Dated: January 8, 2002

James J. Boyle

Reg. No. 46,570

FINNEGAN HENDERSON FARABOW GARRETT& DUNNER

1300 I Street, NW Washington, DC 20005 202.408.4000 Fax 202.408.4400 www.finnegan.com





INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

	I TRADEME	——					
Atty. Docket No.	7744-0061	Serial No.	09/887,528RECEIVED				
Applicant	Michael A. ECKHAUS et al.					1 4 2002	
Filing Date	June 25, 2001		Group	2163	0,,,,,		
	U.S	. PATENT D	OCUMENTS		iechnolog	y Center 2100	
Examiner Initial*	Document Number	Date	Name	Class	Sub Class	Filing Date	
/J.S./	5,893,909	4/13/1999	Nomura et al.	707	5	8/18/1997	
/J.S./	6,006,225	12/21/1999	Bowman et al.	707	5	9/1/1998	
/J.S./	6,016,475	1/18/2000	Miller et al.	705	1	10/8/1996	
/J.S./	6,018,738	1/25/2000	Breese et al.	707	100	1/22/1998	
	FORE	IGN PATENT	DOCUMENTS				
	Document Number	Date	Country	Class	Sub Class	Translation Yes or No	
	4						
	OTHER DOCUMENTS (Incl	uding Autho	r, Title, Date, Pertin	ent Pages	s, Etc.)		
-							
Examiner /Jonathan Sterrett/ (05/21/2010) Date Considered							
cita	ial if reference considered, whe ation if not in conformance and olicant.						
Form PTO 1449		Pate	ent and Trademark (Office - U	S Depart	ment of Commerce	

(Use several sheets if necessary)

RECEIVED Attv. Docket No. 7744-0061 Serial No. 09/887,528 JAN 1 4 2002 Michael A. ECKHAUS et al. Applicant Technology Center 2100 Group 2163 Filing Date June 25, 2001 U.S. PATENT DOCUMENTS Document Sub Filing Date Examiner Initial* Date Name Class Number Class If Appropriate FOREIGN PATENT DOCUMENTS Document Sub Translation Date Country Class Number Class Yes or No OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) G. Salton et al., "Term-Weighting Approaches in Automatic Text Retrieval," Information Processing /J.S./ & Management, Vol. 24, No. 5, pp. 513-523 (1988). J. Swets, "Measuring the Accuracy of Diagnostic Systems," Science, vol. 240, pp. 1285-1293 /J.S./ (1988)1181 N. Belkin et al., "Information Filtering and Information Retrieval: Two Sides of the Same Coin?," Communications of the ACM, Vol. 35, No. 12, pp. 29-38 (December 1992) D. Goldberg et al., "Using Collaborative Filtering to Weave an Information Tapestry," JJ.SJ Communications of the ACM, Vol. 35, No. 12, pp. 61-70 (December 1992) Maltz, D. "Distributing information for collaborative filtering on Usenet net news," Master's thesis. /J.S./ M.I.T. Department of EECS, Cambridge, Mass. May 1994. P. Maes. "Agents that Reduce Work and Information Overload," Communications of the ACM, Vol. /J.S./ 37, No. 7, pp. 31-40, 146 (1994) P. Resnick et al., "GroupLens: An Open Architecture for Collaborative Filtering of Netnews," /J.S./ Proceedings of the 1994 Conference on Computer Supported Cooperative Work, pp. 175-186 (1994).W.W. Cohen, "Fast Effective Rule Induction," in 12th Int. Conf. on Machine Learning, pp 80-89, 118/ 1995. /Jonathan Sterrett/ (05/21/2010) Examiner Date Considered *Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Form PTO 1449 Patent and Trademark Office - U.S. Department of Commerce

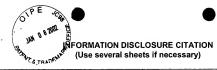
INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

Atty. Docket No. 7744-0061			Serial No.	09/887,					
Applicant	М	ichael A. ECKHAUS et al.				RE	CEIVED		
Filing Date	e June 25, 2001			Group	2163		N 1 4 2002		
U.S. PATENT DOCUMENTS						-2r.2100			
Examiner Initial*		Document Number	Date	Name	Class	Techno Sub Class	Filing Date If Appropriate		
	L	EOREIG	N DATEN	T DOCUMENTS	l				
		Document Number	Date	Country	Class	Sub Class	Translation Yes or No		
		OTHER DOCUMENTS (Includ	ling Autho	or, Title, Date, Pertin	ent Pages	s, Etc.)			
W. Hill et al., "Recommending and Evaluating Choices in a Virtual Community of Use," Proceedings of the Computer-Human Interaction Conference, CHI '95 http://www.acm.org/sigchi/chi95/proceedings/papers/wch_bdy.htm (1995).									
/J.S./		U. Shardanand, "Social Information Filtering: Algorithms for Automating Word of Mouth," Proceedings of the Computer-Human Interaction Conference, CHI '95, pp. 210-217 (May 1995).							
/J.S./		W.W. Cohen, "Learning Rules that Classify E-Mail," in Papers from the AAAI Spring Symposium on Machine Learning in Information Access, pp. 18-25, Stanford, CA, 1996.							
/J.S./		B. Miller, et al. "Experiences with GroupLens: Making Usenet useful again," [dated June 18, 1996] also Proceedings of the 1997 Usenix Winter Technical Conference, (Jan 1997).							
/J.S./		P. Resnick, et al. "Recommender Systems," Communications of the ACM, Vol. 40, No. 3, pp. 56-58 (March 1997)							
/J.S./		L. Terveen et al., "Phoaks: A System for Sharing Recommendations," Communications of the ACM, Vol. 40, No. 3, pp. 59-62 (March 1997)							
/J.S./		M. Balabanovic et al., "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, pp. 66-72 (March 1997)							
/J.S./	S./ J.A. Konstan et al., "GroupLens: Applying Collaborative Filtering to Usenet News," Communications of the ACM, Vol. 40, No. 3, pp. 77-87 (March 1997)								
Examiner /Jona	atha	n Sterrett/ (05/21/2010)		Date Considered					
cit		if reference considered, whether if not in conformance and no ant.							
Form PTO 1449			Pa	tent and Trademark C	ffice - U.	S. Departr	ment of Commerce		



NFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

Atty. Docket No.	7744-0061	Serial No.	09/887,528 RECEIVED					
Applicant	Michael A. ECKHAUS et al.		00.10.110.	00,001,				
				2163	JAI	1 4 2002		
Filing Date June 25, 2001			Group	2163	Technology Center 2100			
	U.S.	PATENT	DOCUMENTS			••		
Examiner Initial*	Document Number	Date	Name	Class	Sub Class	Filing Date If Appropriate		
	FOREIG	N PATEN	T DOCUMENTS		l			
	Document Number	Date	Country	Class	Sub Class	Translation Yes or No		
	OTHER DOCUMENTS (Include	ding Auth	or, Title, Date, Pertine	nt Pages	s, Etc.)			
/J.S./		H. Lieberman, "Autonomous Interface Agents," Proceedings of the Computer-Human Interaction Conference, CHI '97, pp. 67-74 (March 1997).						
/J.S./	R.Ferber, "IMAGINE: Interaction merger for associations gained by inspection of numerous exemplars" http://teefix.fernuni-hagen.de/-ferber/irmagine/irmagine-info-engl.html > (4 pages-dated Dec. 15, 1997; printed Jan. 3, 2002).							
/J.S./	C. Basu et al., "Recommendation as Classification: Using Social and Content-Based Information in Recommendation," Proceedings of the Annual Fifteenth National Conference on Artificial Intelligence (AAAI-98), Tenth Conference on Innovative Applications of Artificial Intelligence (IAAI-98), Learning About People, pp. 714-720							
/J.S./	G. Boone, "Concept Features in Re: Agent, An Intelligent Email Agent," Autonomous Agents 98, pp. 141-148							
/J.S./	B. Sarwar et al., "Using Filtering Agents to Improve Prediction Quality in the GroupLens Research Collaborative Filtering System," Proceedings of the 1998 Conference on Computer Supported Cooperative Work, pp. 345-354 (1998).							
/J.S./	J. Breese et al., "Empirical Analysis of Predictive Algorithms for Collaborative Filtering," Technical Report MSR-TR-98-12, Microsoft Research, Microsoft Corporation, pp. 1-20, May 1998, revised October 1998							
/J.S./		R.Ferber, "IMAGINE: Extracting knowledge from large collections" http://teefix.fernuni-hagen.de/-ferber/imagine/ (2 pages-dated May 7, 1998; printed Jan. 3, 2002).						
/J.S./	M. Johnson et al. "Direct E-mail: Winning Long-term Consumer Attention." Jupiter Communications Analyst Report December 1998, pp. 1-26.							
Examiner /Jona	than Sterrett/ (05/21/2010)		Date Considered					
cit	tial if reference considered, wheth ation if not in conformance and no plicant.							
Form PTO 1449		Pa	itent and Trademark O	ffice - U.	S. Depart	ment of Commerce		



Atty. Docket No.	7744-0061		Serial No.	09/887,	₅₂₈ F	RECEIVED		
Applicant	Michael A. ECKHAUS et al.					JAN 1 4 2002		
Filing Date	Filing Date June 25, 2001		Group	2163	2163 Technology Center			
	U.S. PATENT DOCUMENTS							
Examiner Initial*	Document Number	Date	Name	Class	Sub Class	Filing Date If Appropriate		
	FOREIG	CNI DATENI	T DOCUMENTS	l				
		JN PATEN	DOCUMENTS	Ι				
	Document Number	Date	Country	Class	Sub Class	Translation Yes or No		
	OTHER DOCUMENTS (Inclu	ding Autho	or. Title. Date. Pertine	ent Pages	Efc)			
								
/J.S./		N. Good et al., "Combining Collaborative Filtering with Personal Agents for Better Recommendations," Proceedings of the 1999 Conference of the American Association of Artificial Intelligence (AAAI-99)						
/J.S./		J. Herlocker, et al. "An Algorithmic Framework for Performing Collaborative Filtering," Proceedings of the 1999 Conference on Research and Development in Information Retrieval (Aug. 1999).						
/J.S./		J.B. Schafer, et al. "Recommender Systems in E-Commerce," Proceedings of the ACM Conference on Electronic Commerce, November 3-5, 1999.						
/J.S./		R. O'Harrow Jr., "Private or Not?" Washington Post, May 17, 2000; G22 http://www.washingtonpost.com/ (4 pages-dated May 17, 2000; printed June 13, 2000).						
/J.S./	"Net Perceptions Launches Comprehensive Hosted Marketing Service for eRetailers," Net Perceptions press release dated Juy 12, 2000 http://lbiz.yahoo.com/bw/000712/mn_net_per.html (3 pages-dated July 12, 2000; printed July 12, 2000).							
/J.S./	http://www.nytimes.com/lib	S. Stellin, "Internet Companies Learn How to Personalize Service," N.Y. Times, Aug. 28, 2000 http://www.nytimes.com/library/tech/00/08/cyber/commerce/28commerce.html> (5 pages-dated Aug. 28, 2000; printed Aug. 28, 2000).						
/J.S./	L.M. Rocha, "Adaptive Reco (2001).	L.M. Rocha, "Adaptive Recommendation and Open-Ended Semiosis," Kybernetes, Vol. 30, No. 5-6 (2001).						
/J.S./	T. Long et al. "Beyond the Banner - the birth of email marketing," C.E. Unterberg, Towbin Report, pp. 1-72 (no date).							
Examiner /Jo	nathan Sterrett/ (05/21/2010)		Date Considered					
*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.								
Form PTO 1449		Pa	tent and Trademark O	ffice - U.	S. Depart	ment of Commerce		